AMENDMENTS TO CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims

1 – 36. (cancelled)

37. (new) A method of determining a companion animal's stimulus preference comprising:

presenting a set of at least three distinctive stimuli to a companion animal wherein each of said set of at least three distinctive stimuli is associated with an identical food reward;

permitting said companion animal to select one distinctive stimulus from said set of at least three distinctive stimuli;

providing said identical food reward to said companion animal after selecting said one distinctive stimulus from said set of at least three distinctive stimuli;

repeating said presenting, said permitting, and said providing steps at least three times;

determining a preferred distinctive stimulus within said set of at least three distinctive stimuli, wherein said preferred distinctive stimulus is most frequently selected by said companion animal from within said set of at least three distinctive stimuli; and,

recording said preferred distinctive stimulus.

38. (new) The method of claim 37 wherein said set of at least three distinctive stimuli comprises at least three distinctive stimulus objects.

39. (new) The method of claim 37 wherein said set of at least three distinctive stimuli comprises at least three distinctive stimulus odors.

40. (new) The method of claim 37 wherein said set of at least three distinctive stimuli comprise at least three distinctive stimulus sounds.

41. (new) The method of claim 37 wherein said set of at least three distinctive stimuli comprise at least three distinctive stimulus textures.

42. (new) A method of determining the preference of a food, food stuff, or veterinary biologic to a companion animal comprising:

administering an object preference test comprising:

presenting a set of at least three distinctive stimulus objects to a companion animal wherein each of said set of at least three distinctive stimulus object is associated with an identical food reward;

permitting said companion animal to select a distinctive stimulus object out of said set of at least three distinctive stimulus objects;

providing said identical food reward to said companion animal;

repeating said presenting, said permitting, and said providing steps at least three times;

determining a preferred distinctive stimulus object within said set of at least three distinctive stimulus objects, wherein said preferred distinctive stimulus object is most frequently selected by said companion animal from within said set of at least three distinctive stimulus objects; and,

recording said preferred distinctive stimulus object; and,

administering a discrimination learning procedure to said companion animal comprising:

presenting said set of at least three distinctive stimulus objects comprising a first stimulus object, a second stimulus object, and said preferred stimulus object;

associating a first reward with said first stimulus object, a second reward with said second stimulus object, and no reward with said preferred stimulus object;

permitting said companion animal to select a distinctive stimulus object from said set of at least three distinctive stimulus objects, said distinctive stimulus object being associated with a preferred reward, wherein said preferred reward is selected from a group consisting of said first reward, said second reward, and said no reward;

when said distinctive stimulus object associated with said preferred reward comprises said first stimulus object, providing said first reward to said companion animal;

when said distinctive stimulus object associated with said preferred reward comprises said second stimulus object, providing a second reward to said companion animal;

when said distinctive stimulus object associated with said preferred reward comprises said preferred stimulus object, providing said no reward to said companion animal;

recording said distinctive stimulus object associated with said preferred reward; and,

repeating said presenting, said associating, said permitting, and said providing steps at least three times.

43. (new) The method of claim 42 wherein said administering said discrimination learning procedure results a determination how a veterinary biologic will have enhanced palatability to said companion animal.

44. (new) The method of claim 42 further comprising:

repeating said administering a discrimination learning procedure to said companion animal until said selection of said distinctive stimulus object is stabilized.

45. (new) The method of claim 42 further comprising:

repeating said administering said discrimination learning procedure to said companion animal until said selection of said second distinctive stimulus object is stabilized; and,

determining a preferred reward.

46. (new) The method of claim 45 wherein said determining said preferred reward is based on a frequency said companion animal selected said distinctive stimulus object associated with said preferred reward over a distinctive stimulus associated with a secondarily preferred reward.

47. (new) The method of claim 45 wherein said determining a preferred reward is based on said selected distinctive stimulus object associated with said preferred reward chosen most frequently.

48. (new) The method of claim 45 wherein said determining said preferred reward is based on said selected distinctive stimulus object associated with said preferred reward chosen most frequently and speed of object selection.

49. (new) The method of claim 42 wherein said first reward comprises a first food wherein said second reward comprises a second food.

50. (new) The method of claim 42 wherein said first reward comprises a food wherein said second reward comprises a foodstuff.

51. (new) The method of claim 42 wherein said first reward comprises a food wherein said second reward comprises a veterinary biologic.

52. (new) The method of claim 42 wherein said first reward comprises a first foodstuff wherein said second reward comprises a second foodstuff.

53. (new) The method of claim 42 wherein said first reward comprises a foodstuff wherein said second reward comprises a food.

54. (new) The method of claim 42 wherein said first reward comprises a foodstuff wherein said second reward comprises a veterinary biologic.

55. (new) The method of claim 42 wherein said first reward comprises a first veterinary biologic wherein said second reward comprises a second veterinary biologic.

56. (new) The method of claim 42 wherein said first reward comprises a veterinary biologic wherein said second reward comprises a food.

57. (new) The method of claim 42 wherein said first reward comprises a veterinary biologic wherein said second reward comprises a food foodstuff.

58. The method of claim 45 further comprising:

administering a reverse learning procedure to said companion animal comprising:

presenting said set of at least three distinctive stimulus objects comprising said first stimulus object, said second stimulus object, and said preferred stimulus object;

permitting said companion animal to select a reverse learning selected stimulus object out of said set of at least three distinctive stimulus object;

when said reverse learning selected stimulus object comprises said first stimulus object, providing said second reward to said companion animal;

when said reverse learning selected stimulus object comprises said second stimulus object, providing a first reward to said companion animal;

when said reverse learning selected stimulus object comprises said preferred stimulus object, providing no reward to said companion animal; and,

recording said reverse learning selected stimulus object.

59. The method of claim 58 further comprising:

repeating said presenting, said permitting, said providing and said recording.

60. The method of claim 58 further comprising:

repeating said presenting, said permitting, said providing and said recording until said selection of said selected stimulus object is stabilized; and,

determining a preferred reward of reverse learning procedure.

61. (new) The method of claim 60 wherein said determining said preferred reward of reverse learning phase is based on a frequency said companion animal selected said selected stimulus object over other distinctive stimulus objects.

62. (new) The method of claim 60 wherein said determining said preferred reward of reverse learning phase is based on said selected one distinctive stimulus object chosen first.

63. (new) The method of claim 60 wherein said determining said preferred reward of reverse learning phase is based on said selected one distinctive stimulus object chosen first and speed of object selection.